

## TRANSITIVITY ANALYSIS OF 10 GOOGLE PHILOSOPHIES

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### ABSTRAK

This thesis is entitled transitivity analysis of 10 Google philosophies, aims to reveal the types of process, participant, circumstance and field of discourse. The data analysis are entitled 10 Things We Know to be True, taken from Google's website <http://www.google.com> on September 10, 2016. To analyze the data, the researcher used descriptive qualitative method and based on the theory of Gerot and Wignell (1994) and Butt et al (1995). The results are found 183 clauses which consist of 6 types of process, 17 types of participant and 7 types of circumstance. The process is mostly Material 113 times (61,95%), followed by Relational 43 times (23,49%). The participant is mostly Goal 93 times (31,95%), followed by Actor (70 times (24,05%). Meanwhile the circumstance is mostly using circumstance of manner (Quality, Means, Comparison) about 48 times (38,84%) and in the second position is circumstance of place 33 times (27,27%). The field of discourse is realized by experiential domain, short-term goal and long-term goal. From the data can be concluded that the experiential domain is about the things which are done by the founders of Google in creating the company and their own products. The short-term goal is telling to the readers or users how Google create the company and the products they release for the users. The long-term goal is that the readers or users may understand the way to create the company and the Google's products they may are using.

Kata Kunci : Keywords: Field of Discourse, Google, Philosophies, Transitivity

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### ABSTRACT

This thesis is entitled transitivity analysis of 10 Google philosophies, aims to reveal the types of process, participant, circumstance and field of discourse. The data analysis are entitled 10 Things We Know to be True, taken from Google's website <http://www.google.com> on September 10, 2016. To analyze the data, the researcher used descriptive qualitative method and based on the theory of Gerot and Wignell (1994) and Butt et al (1995). The results are found 183 clauses which consist of 6 types of process, 17 types of participant and 7 types of circumstance. The process is mostly Material 113 times (61,95%), followed by Relational 43 times (23,49%). The participant is mostly Goal 93 times (31,95%), followed by Actor (70 times (24,05%). Meanwhile the circumstance is mostly using circumstance of manner (Quality, Means, Comparison) about 48 times (38,84%) and in the second position is circumstance of place 33 times (27,27%). The field of discourse is realized by experiential domain, short-term goal and long-term goal. From the data can be concluded that the experiential domain is about the things which are done by the founders of Google in creating the company and their own products. The short-term goal is telling to the readers or users how Google create the company and the products they release for the users. The long-term goal is that the readers or users may understand the way to create the company and the Google's products they may are using.

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